

**CITY OF SCOTTSDALE  
TOURISM DEVELOPMENT FUND**

	<b>Actual 2015/16</b>	<b>Adopted 2016/17</b>	<b>Approved 2016/17</b>	<b>Forecast 2016/17</b>	<b>Proposed 2017/18</b>
<b>Beginning Fund Balance</b>					
Operating Contingency	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000
Undesignated, Unreserved Fund Balance	7,296,287	7,682,195	7,943,108	7,943,108	10,290,951
<b>Total Beginning Fund Balance</b>	<b>9,796,287</b>	<b>10,182,195</b>	<b>10,443,108</b>	<b>10,443,108</b>	<b>12,790,951</b>
<b>Revenues</b>					
Transient Occupancy Tax	17,396,331	18,714,000	18,714,000	18,838,333	19,441,159
Property Rental	1,531,012	1,618,667	1,618,667	1,618,667	1,667,227
Miscellaneous	19,017	20,500	20,500	18,000	20,500
<b>Subtotal</b>	<b>18,946,360</b>	<b>20,353,167</b>	<b>20,353,167</b>	<b>20,475,000</b>	<b>21,128,886</b>
<b>Total Sources</b>	<b>18,946,360</b>	<b>20,353,167</b>	<b>20,353,167</b>	<b>20,475,000</b>	<b>21,128,886</b>
<b>Expenditures</b>					
Destination Marketing Contract	8,698,166	9,357,000	9,357,000	9,419,166	9,720,580
Event Retention and Development	991,014	1,200,000	1,200,000	1,000,000	1,200,000
Hospitality Trolley/Banner Program	17,455	327	327	18,000	20,500
Mayor and Council Support - Bed Tax	75,000	75,000	75,000	75,000	75,000
One Time Commitments	169,089	500,000	500,000	50,000	500,000
Administrative & Research	436,642	505,164	505,700	500,000	497,000
Tourism Development Carry-over	674,457	1,815,354	1,815,354	800,000	1,551,354
Trolley-Downtown Tourism Fund <sup>(a)</sup>	300,000	300,000	300,000	300,000	-
Operating Projects	-	-	1,125,628	875,628	250,000
<b>Subtotal</b>	<b>11,361,823</b>	<b>13,752,845</b>	<b>14,879,009</b>	<b>13,037,794</b>	<b>13,814,434</b>
<b>TOTAL OPERATING BUDGET</b>	<b>11,361,823</b>	<b>13,752,845</b>	<b>14,879,009</b>	<b>13,037,794</b>	<b>13,814,434</b>
<b>Transfers Out</b>					
Operating Transfer Out <sup>(a)</sup>	1,500,875	1,500,000	1,500,000	1,500,000	1,800,000
Transfer Out - CIP	1,846,900	-	-	-	-
Transfer Out-Debt Svc MPC Bonds	3,589,941	3,589,363	3,589,363	3,589,363	3,591,763
<b>Subtotal</b>	<b>6,937,716</b>	<b>5,089,363</b>	<b>5,089,363</b>	<b>5,089,363</b>	<b>5,391,763</b>
<b>Total Uses</b>	<b>18,299,539</b>	<b>18,842,208</b>	<b>19,968,372</b>	<b>18,127,157</b>	<b>19,206,197</b>
<b>Sources Over/(Under) Uses</b>	<b>646,821</b>	<b>1,510,959</b>	<b>384,795</b>	<b>2,347,843</b>	<b>1,922,689</b>
<b>Ending Fund Balance</b>					
Operating Contingency	2,500,000	2,500,000	1,255,000	1,192,834	2,500,000
Undesignated, Unreserved Fund Balance	7,943,108	9,193,154	9,572,903	11,598,117	12,213,640
<b>Total Ending Fund Balance</b>	<b>10,443,108</b>	<b>11,693,154</b>	<b>10,827,903</b>	<b>12,790,951</b>	<b>14,713,640</b>

<sup>(a)</sup> Council has authorized \$0.3 million of Tourism Development Funds to be dedicated to the downtown trolley. Previously, the Transportation Department was charging the Tourism Development Fund directly for his program. However, beginning in FY 2017/18, the preference is to transfer Tourism Development Fund to the Transportation Department, which will allow for better monitoring at the fund level. Effectively, this has no change in funding or amount budgeted.

**FY 2017/18 PROPOSED OPERATING BUDGET**  
**Tourism Development Fund**

Center Name	Description	Justification	Amount
Destination Marketing Contract	Marketing Bed Tax contract based on forecasted revenue; includes estimated increase.	Destination Marketing Contract is 50% of forecasted revenues.	9,720,580
Event Retention And Development	Allocation of tourism program funds toward New Event Development, Community Events, Matching Event Advertising, Event Venue Fee, Event Notification Programs and Fiesta Bowl Agreement.	Per Ordinance No. 4019 establishing an allocation of \$1.2 million from the Tourism Development Fund for events and event development.	1,200,000
One Time Commitments	Allocation of tourism program funds toward one time commitments to capital projects, events and event development, or administration and research.	Per Ordinance No. 4019 establishing an allocation of \$500,000 from Tourism Development Fund for one time commitments.	500,000
Administrative & Research	Allocation for tourism-related general & administrative costs and research. The proposed budget includes 50 percent General Fund and 50 percent Tourism Development Fund for the Citizen Advisor position overseeing the downtown ambassadors program, which benefits tourism. Prior to FY 2017/18 100% of this position was funded through General Fund.	Per Ordinance No. 4019 establishing an allocation of \$500,000 from Tourism Development Fund for administrative & research.	497,000
Hospitality Trolley/Banner Program	Streets operations staff hours charged to Tourism for installing banners for events. These hours are then reimbursed by the event producers.	Streets operations hours charged to Tourism for installing banners for events. These hours are then reimbursed by the event producers.	20,500
Mayor And Council Support - Bed Tax	Arizona Council on International Visitors (formerly the World Affairs Council).	First of two-year contract provides administrative support funding. Council approved one annual payment on 6/16/15 as a transfer from the Tourism Development Fund to the Mayor and City Council operating budget.	75,000
Tourism Development Carry-Over	Scottsdazzle event & promotion produced by City.	Per City Council Strategic Plan to create new events that promote Downtown	300,000
Tourism Development Carry-Over	YR 5 - Strategic Plan.	Strategic Plan expenditures for YR 5 of Strategic Plan.	331,000
Tourism Development Carry-Over	Museum of the West Matching Payment.	Remaining payment thru FY 2017/18	400,000
Tourism Development Carry-Over	Add new lighting and/or electrical outlets to existing street lights throughout Downtown.	Due to code issues the project was delayed and carried over from FY 2016/17 to FY 2017/18	520,354
Strategic Planning -Year 4	Carryover remaining FY 2016/17 Tourism Development Fund operating funds.	Carryover from FY 2016/17 to FY 2017/18 operating budget unused balance of \$745,000 TDC & Council approved YR 4 Tourism Strategic Plan funding.	250,000
			<b>13,814,434</b>

**\*\* NOTE:** The proposed FY 2017/18 Operating Budget for Tourism Development Fund-Bed Tax is subject to revisions and approval by City Council.

**FY 2017/18 PROPOSED CAPITAL IMPROVEMENT PLAN BUDGET**  
**Tourism-Related Projects**

Project Name	Item / Update	Total Cost	Proposed TDF	Proposed GF/CIP	Fund
Civic Center Mall Renovations ( <i>carryover</i> )	Funds were approved by TDC & Council for municipal plan renovations. On-call architect Holly Street Group is working on this plan.	300,000	113,500		TDF - Bed Tax
Desert Discovery Center Business Plan & Feasibility Analysis ( <i>carryover</i> )	Develop programming and planning for the potential future Desert Discovery Center that will include a schematic architectural design and a business plan. DDCS will present to TDC in August; will go before council in October.	1,696,900	860,600		TDF - Bed Tax
Downtown Marshall Way Lighting & Electrical Outlets ( <i>carryover</i> )	Install new street lights, add mast arms and luminaires to existing poles. Also, install conduit, conductors and electrical outlets to new and existing light poles. Upgrade sidewalks to ADA compliance. Construction to begin late April or early May and will be completed by end of summer.	830,900		818,700	General Fund
Public Restroom Main Street ( <i>new request</i> )	Build a public restroom facility preferably on existing city property near or on Main Street. CPM has identified a city-owned area suitable for a restroom adjacent to the west side of Museum of the West.	730,000		730,000	General Fund
Marshall Way Entry Feature ( <i>carryover</i> )	Construction of a public art project at NW corner of Marshall Way & Indian School. Installation slated for Summer 2017.	157,000	58,900	6,800	TDF - Bed Tax General Fund
Museum of the West Permanent Hopi Pottery Gallery ( <i>carryover</i> )	Construction costs for the permanent gallery.	119,400	119,400		TDF - Bed Tax
WestWorld North Arenas ( <i>carryover</i> )	Purchase temporary arenas and base ground materials.	229,000		229,000	General Fund=20K CIP WW Fund=209K
		<b>4,063,200</b>	<b>1,152,400</b>	<b>1,784,500</b>	

\*\* NOTE: The proposed FY 2017/18 Capital Improvement Plan Budget is subject to revisions and approval by City Council.